International Trade Canada | Commerce international Canada

Canada

CanadExport

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May 17, 2004

Rising to the occasion

Canadian architects thrive in China

Ask Canadian architects about working in China during the early 1990s and you may get some colourful responses. For some, it was merely frustrating; for others, it was financially uncertain. But that was then.

Celebrating Canadian Design in China, a report compiled by Canada Mortgage and Housing Corporation (CMHC) International, outlines 76 projects completed by Canadian architectural firms now successfully operating in China. Here are just a few of their stories.

A complete community

Hotson Bakker Architects has demonstrated one way to balance development in growing cities with preserving the natural beauty of the environment.

continued on page 5 — **Canadian architects**

Ekistics' Street of Dreams project in Beijing

Survey says...!

Readers give *CanadExport* thumbs up

Thank you to the 1,000+ readers who participated in the third bi-annual CanadExport Readership Survey, which Decima Research Inc. conducted in late March. The CanadExport editorial team appreciates your feedback, both to ensure that we are on the right track and to make adjustments so that we can improve for our readers.

While you can access the complete final report at www.itcan.gc.ca (click on "CanadExport" under "E-Magazines"), the highlights include:

- a majority of survey participants—across all industrial sectors—consider the publication useful for trade and export information including upcoming trade fairs and missions, information on International Trade Canada (ITCan) programs and services, features on international trade organizations and Canadian export success stories;
- over 85% of respondents have benefited from information, sales leads, contracts or tips in CanadExport;
- participants give high usefulness ratings for most of the Web site content;

continued on page 7 — **CanadExport survey**

2007-01800/

IBOC trade leads

MALDIVES — The Government of the Republic of Maldives seeks interested parties for the establishment of a dual carriage four-lane bridge on "build, operate and transfer" terms. The bridge links the capital Malé with Malé International Airport on Hulhule Island which is connected by a causeway to the new developed settlement of Hulhumalé.

In 2003, the Malé International Airport handled 1,271,997 passengers. The distance between the islands of Malé and Hulhule at the proposed linkage sites is approximately 1,000 metres.

Firms or consortia with a proven track record and financial capability are eligible to submit an expression of interest. At the bidding stage, potential investors and joint venture partners must submit a proposed design with construction details and drawings of the bridge, a full environmental impact assessment and a financial feasibility with proposed toll charges and collection methods. The closing date is June 30, 2004.

For more information, contact Mohamed Shafeed Mahmood, Ministry of Transport and Civil Aviation, Government of the Republic of Maldives, tel.: (011-960) 77-26-62, fax: (011-960) 32-39-94, e-mail: bridgeinfo@transport.gov.mv, and Shyama Suraweera, Commercial Assistant, Canadian High Commission in Sri Lanka, fax: (011-94-1) 68-70-49, e-mail: shyama.suraweera@dfait-maeci.gc.ca. Quote case number 040401-01625.

UZBEKISTAN — The Republic of Uzbekistan announced a public tender for the sale of 33% of the shares of Uzmetcombinat (Uzbek metal combine), a state joint-stock company in the Tashkent Region.

Uzmetcombinat produces steel bearings and rolled iron, has been in operation since 1944 and is the only metallurgy factory in the Republic of Uzbekistan. Over one million shares of common stock are being offered and the bidding starts at approximately $68 million. A tender package, which includes tender rules, a bid form and draft share purchase agreement, can be purchased. The closing date is June 28, 2004.

For more information, contact Ulugbek Vahabov, Uzbekistan's Case-By-Case Privatization Bureau, tel.: (011-998-71) 139-2251, fax: (011-998-71) 139-2279, e-mail: ccpbuz@mail.tps.uz, and copy Julia Drew-Watt, Third Secretary (Commercial) and Trade Commissioner, Canadian Embassy in Moscow, fax: (011-7-095) 105-6051, e-mail: julia.drew-watt@dfait-maeci.gc.ca. Quote case number 040406-01695.

Get connected to international business opportunities!
To get trade leads in your sector from the International Opportunities Business Centre (IBOC), register for the Virtual Trade Commissioner at www.infoexport.gc.ca—the only way to learn about IBOC's e-leads.

Also, go to IBOC's Web site at www.iboc.gc.ca and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers.

UZBEKISTAN — The Republic of Uzbekistan is modernizing its railway and invites eligible companies to bid on a design-build tender for related telecommunications equipment.

Bidding documents may be purchased by submitting a written application and upon payment of a non-refundable fee of $400, in addition to bank charges. The document will be sent by courier, if requested, at an additional cost of $80. The closing date is August 3, 2004.

For more information, contact I.M. Usmanov, Asian Development Bank Project Implementation Unit, tel.: (011-998-71) 138-8573/8529, fax: (011-998-71) 133-4179, and copy Julia Drew-Watt, Third Secretary (Commercial) and Trade Commissioner, Canadian Embassy in Moscow, fax: (011-7-095) 105-6051, e-mail: julia.drew-watt@dfait-maeci.gc.ca. Quote case number 040406-01700. ❁

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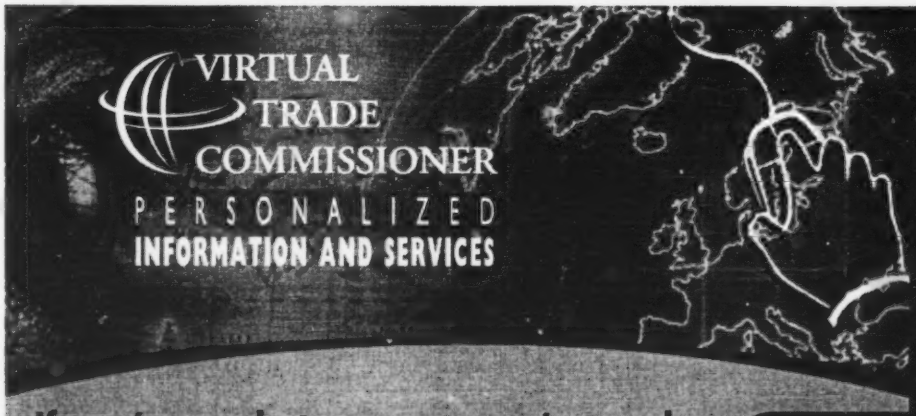

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The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

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Debbie Laplante & Sandra Chartrand,
Team Leaders for the Client Service Group

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Hitting a high note

Folk festival showcases Canadian talent

With its more than 6,000 members, the North American Folk Music and Dance Alliance brought its 16th international conference to San Diego in late February 2004. The conference attracted some 1,700 delegates from Canada, the United States, Latin America and Europe.

Attendees included over 200 Canadian artists, representatives of national and regional music organizations and industry contacts. The Alliance estimated that some 20% of conference attendees were talent buyers, 5% record labels and 11% were print and broadcast folk media.

There were more than 1,000 showcases at the conference and five of the 18 official showcases featured Canadian artists. They included Ontario's **Arrogant Worms**, British Columbia's **The Marc Atkinson Trio**, Quebec's **Les Charbonniers de l'Enfer** and **David Francey**, and Manitoba's **James Keelaghan**.

The Canadian Folk Alliance organized a showcase that featured British Columbia's **Po'Girl**, Ontario's **Ember Swift**, **Samantha Robichaud** of New Brunswick, **Nathan** from Manitoba and Quebec's **Perdu l'nord**. A first-time collaboration of regional organizations from the four Atlantic provinces, Quebec and Manitoba also produced a showcase, and many independent showcases featured a range of artists from across Canada.

British Columbia's Marc Atkinson of The Marc Atkinson Trio

Canada at the forefront

For over 20 years, the Canadian Consulate General in Los Angeles has had a strong relationship with the California Traditional Music Society and its Executive Director and President, Elaine and Clark Weissman.

In 1990, Pam Johnson, Cultural Officer at the Consulate General, participated in the creation of the North American Folk Music and Dance Alliance. The Alliance includes members of the Philadelphia Folksong Society, the Vancouver Folk Festival, Chicago's Old Town School of Folk Music, the International Bluegrass Music Association and the California Traditional Music Society. According to the Weissmans, the Alliance changed the way folk music and dance presenters, performers, agents, managers, media, and record companies do business in North America.

Elaine Weissman remarked that many of the conference participants were the "movers and shakers in the folk music world." They included bookers from major festivals such as the Philadelphia Folk Festival, media such as *Dirty Linen* magazine, the producers of the nationally-syndicated radio show "Folk Scene," recording contacts such as Canyon Records and Red House Records, influential presenters such as Dan DeWayne of CalState Chico, and managers such as Fleming Arts Management and Eye for Talent.

Derek Andrews, President of the Canadian Folk Alliance, remarked that many guests felt the Canadian event was "the high point of the conference." The Consulate General worked closely with the Canadian Folk Alliance and regional organizations to shape Canada's presence at this event, which turned out to be a great business networking opportunity for Canadian and U.S. industry contacts.

The next **North American Folk Music and Dance Alliance Conference** will be held in Montreal from February 24 to 27, 2005, and **Rendezvous Folk** will be held in Halifax from November 18 to 21, 2004.

For more information, contact Pam Johnson, Cultural and Academic Relations Officer, Canadian Consulate General in Los Angeles, e-mail: pam.johnson@dfait-maeci.gc.ca, tel.: (213) 346-2774, Web site: www.folk.org.

Alabama hosts military IT conference

Montgomery, Alabama — August 30 - September 1, 2004 — The **U.S. Air Force's 18th Annual Information Technology Conference and Exposition** is North America's premiere event for information technology (IT) companies wanting to gain access to well-funded U.S. Air Force buyers and decision makers. There is significant potential for companies that have leading edge technologies with applications in the military IT world.

For more information, and to register, go to https://web1.ssg.gunter.af.mil/AFITC/index.asp.

Canadian architects — *continued from page 1*

In its concept for a community in Tianjin, a city near Beijing, it incorporated public space with commercial, retail and residential developments while preserving the natural topography, green space and waterways of the area. Instead of razing the land, the architects worked around the terrain, using the different natural grades to guide the layout of roads and houses. They nestled buildings among native vegetation and kept existing canals and waterways to create continuity throughout the design.

Canada's green image

Canadian architects in China benefit from a perception that Canada is clean, natural and spacious. **Ekistics Town Planning Inc.** has capitalized on this image by emphasizing designs that are truly Canadian in both style and substance. An example is a luxury residential complex in Beijing, which meshes low-rise, low-density single family homes and townhouses with surrounding commercial and public space. The community has a distinctly North American feel, due in part to Ekistics' use of sunlight, moving water, vegetation and topography to create a sense of open, natural space.

Adaptability is critical

Canadian architects owe part of their success to adaptability. Because Canadian firms are generally smaller than their foreign counterparts, it is not unusual for their principals to have hands-on input into projects. The personal approach is useful in building working relationships with individual developers and in modifying designs to incorporate local elements.

The approach played a key role in **Ramsay Worden Architects**' master plan for a new community in Zhu Jia Jiao, a town outside Shanghai. Zhu Jia Jiao has become a showcase for Canadian sustainable design capabilities. It represents a fusion of leading-edge Canadian expertise in sustainable communities with elements of traditional and current Chinese housing and neighbourhood types.

Challenges remain

Despite the successes, China is still a young market for Canadian architectural firms, and some obstacles have yet to be overcome.

Payment, for instance, is a major challenge for Canadian design firms in China. The problem is not that Chinese companies do not pay but that the transfer of money is slow, due to inadequacies in the banking system.

Another issue is the small size of many Canadian firms. While smallness confers flexibility, small companies rarely enjoy the level of name recognition that is so crucial in China.

Chinese consumers are very brand-conscious, and a large company with a well-known brand name is a much safer bet for a Chinese developer hoping to generate interest in a project.

The Jiangjin Hotel by Vancouver's Nicolson Tamaki Architects

A third challenge relates to the need for more cultural awareness. While Chinese developers comment on the skill and innovation of Canadian firms, they also point out that Canadian architects have much to learn about Chinese consumers, their lifestyles and values, as well as local building products. For instance, Canadian designers need to understand that while Canadian home buyers look for function first (e.g., number of bedrooms), Chinese consumers may be more concerned with prestige and creating a good impression with guests.

Working together

In September 2003, Joseph Caron, the Canadian Ambassador to China, met with a group of Canadian architects and designers at CMHC's Vancouver office to discuss issues facing Canadian firms in China. Participants welcomed the Canadian government's commitment to support Canadian design initiatives in China, in particular CMHC's work to develop a compendium of Canadian architectural achievements in that country.

For more information, contact Nellie Cheng, CMHC International, e-mail: ncheng@cmhc-schl.gc.ca.

India's oil and gas sector heats up

India is one of the fastest growing economies in the world with gross domestic product growth expected to be above 8% this year. The growing energy demands of India's one billion people has effected changes in the market environment, and overhauling the hydrocarbon sector has become a vital goal for the Indian government.

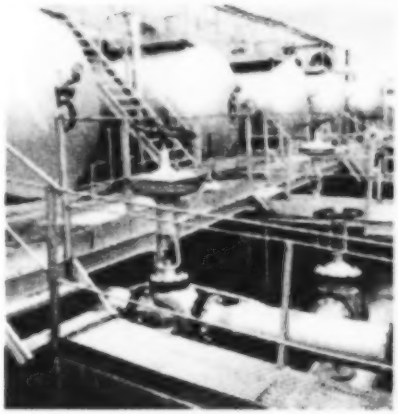
India produces only around 30% of its crude oil requirements and had to import some $25 billion worth of crude oil and products in 2002 and 2003. To accelerate the expansion of India's oil and gas sector, 90 blocks have been awarded for exploration under the New Exploration Licencing Policy (NELP) over the last 4 years. In the previous 10 years, only 22 blocks had been awarded.

Digging for opportunities

The exploration initiatives under NELP have shown encouraging results and Canadian exploration companies like Calgary's **Niko Resources**, **Canoro Resources** and Vancouver's **Geo-Global Resources** are taking advantage of these opportunities. In 2002, Niko—in association with its local partner—made the world's largest gas discovery (14 trillion cubic feet) offshore in India. The Indian government is expected to offer additional oil and gas exploration blocks under NELP by the end of May 2004.

The Oil & Natural Gas Corporation (ONGC), India's largest exploration company, recently launched one of the world's biggest-ever deep-water exploration campaigns by a single operator, involving expenditures of $3.4 million per day over the next three years. ONGC is also launching a $2.5 billion project for the re-development of the Bombay High oil and gas field and is offering service contracts to private companies for operating offshore and onshore marginal fields. Companies like Calgary's **Precision Drilling** and **Newsco Directional & Horizontal Drilling** have recently won significant contracts from ONGC.

Indian oil and gas companies are actively acquiring equity oil abroad and will be interested in teaming up with Canadian companies. ONGC Videsh Limited (OVL) acquired a 25% stake in the Greater Nile Project in Sudan from Calgary-based **Talisman Energy** in 2003. OVL also acquired a 20% stake in Sakhalin Oil Fields in Russia for approximately $2.5 billion and has projects in Myanmar, Libya, Angola, Syria, Vietnam and Iran. In 2002, Reliance Industries Limited India acquired a 20% interest in Yemen's Block 9 from Calgary-based **Calvalley Petroleum**.



To harness new energy sources, the Government of India has awarded 16 blocks for coal bed methane exploration. India is also part of a five-nation consortium exploring methane gas hydrates in Canada's Mackenzie Delta. National programs for blending ethanol with petrol and a pilot project for the use of bio-diesel have also been launched.

Meeting India's energy needs

Recent gas discoveries in India are expected to significantly reduce the gap between the high gas demand and relatively low domestic supply. To further bridge the gap, a number of liquefied natural gas projects have been planned across the country. In fact, India's first-ever liquefied natural gas shipment from Qatar arrived in January 2004.

India has emerged as one of the largest emerging gas markets in the Asia-Pacific region and a number of pipelines have been planned across the country to handle the growing availability of natural gas. Gas Authority of India Limited owns most of the existing 6,100-kilometre gas pipeline infrastructure in India. Canadian companies like Calgary's **Telvent** and **Global Thermoelectric** are already providing equipment and services to Indian pipeline companies.

The growing Indian market offers opportunities in all sub-sectors of the oil and gas industry. To assist Canadian companies in tracking upcoming projects, business opportunities will be posted on the **Alberta Electronic Business Information System (AEBIS)** on a weekly basis. This market intelligence is available to all Canadian companies. For more information, contact Tristan Sanregret, e-mail: tristan.sanregret@gov.ab.ca.

Also, an Indian delegation will be present at the **Global Petroleum Show** to be held from June 7-10, 2004, in Calgary. For interested Canadian companies, a session on India has been planned at this event on June 8 at the Rotary House on Stampede Grounds.

For more information, contact Madhu Toshniwal, Canadian High Commission in New Delhi, e-mail: madhu.toshniwal@dfait-maeci.gc.ca, or Amitabh Arora, Canadian Consulate General in Mumbai, e-mail: amitabh.arora@dfait-maeci.gc.ca.

Canadian software company goes global

Applied Courseware Technology (ACT), a small software company out of Fredericton, New Brunswick, recently won an $800,000 contract with Lockheed Martin, an aeronautics company known internationally as a leader in the design, development and production of jet fighters, military training simulation, and defence and space systems.

New Brunswick's Applied Courseware Technology won a contract with Lockheed Martin's $270 billion F-35 Joint Strike Fighter project.

With a staff of only a dozen, ACT competed against 71 international candidates to provide an instructional system development tool for Lockheed Martin's $270-billion F-35 Joint Strike Fighter project. Specializing in software for the analysis and design of training systems, ACT focuses on building models that provide detailed analyses of training requirements, indicates return on investment and can demonstrate whether systems comply with specified regulations and requirements.

With a very unique service offering, ACT works mainly with large, highly regulated organizations, usually in the military and aerospace industries. Lockheed Martin is just one of the company's multimillion dollar contracts to date. Other organizations include BAE Systems, the U.S. Navy, the European Aeronautic Defence and Space Company and Lufthansa Technical Services.

Getting this dynamic list of clients did not happen overnight. In the mid 1990s, 80% of ACT's revenue was attributed to Canadian federal government contracts. At that time, the company looked to hold onto this revenue and diversify into new markets. Gerry Costello, founder and President of ACT, explained that it was important as a small firm entering the international arena to remain focused on the company's highly specialized skill-set and "stick to our knitting."

When the company began expanding into the U.S. and Europe, ACT invested in market research and drew upon the services of trade commissioners at Canadian embassies and consulates in the U.S. and England. It was helpful for Costello and company to understand the local markets, mitigate risk and familiarize themselves with major contacts in the industry. Ultimately, it was the company's solid reputation that saw it transition into a successful international company.

Good advice

Costello recommends that any Canadian company interested in expanding internationally should make themselves recognized by the leading global suppliers in their field, whether it is through a Canadian embassy or consulate or other sources at the federal or local level. The long term benefits of a "word of mouth" reputation can lead to a positive association with a successful product or company. ACT is proof that a shining reputation can go a very long way toward achieving objectives in international business. **For more information**, go to www.integrator.com.

CanadExport survey

— *continued from page 1*

- among CanadExport readers who visit the on-line version, over 85% would recommend the site to their business colleagues;
- respondents particularly enjoy the pullout supplements which focus on a geographical area or specific topic like women entrepreneurs;
- on average, each copy of CanadExport reaches three people: the subscriber, plus at least two colleagues; and
- most readers are interested in the U.S. in terms of exports, followed by Europe and the Asia-Pacific region.

The results of this survey are accurate within +/-3 percentage points at the 95% confidence level. **For more information**, or to submit your comments, contact *CanadExport*, e-mail: canad.export@dfait-maeci.gc.ca.

AGRICULTURE & AGRI-FOOD

Miami, Florida — December 2-3, 2004 — **The Americas Food and Beverage Trade Show and Conference** is the ideal event to introduce your food and beverage products and services to the Americas. **For more information**, contact the Canadian Consulate in Miami, tel.: (305) 579-1600, fax: (305) 374-6774, e-mail: miami-td@dfait-maeci.gc.ca, Web site: www.worldtrade.org/food.

ARTS & CULTURAL INDUSTRIES

Helsinki, Finland — October 28-31, 2004 — **Helsinki Book Fair 2004** is an international annual fair for both professionals and the general public. **For more information**, contact the Canadian Embassy in Finland, tel.: (011-358-9) 22-85-30, fax: (011-358-9) 60-10-60, e-mail: hsnki-td@dfait-maeci.gc.ca, Web sites: www.canada.fi or www.finnexpo.fi.

BUILDING PRODUCTS

Jakarta, Indonesia — September 29 - October 4, 2004 — **Building and Construction Indonesia** is a building equipment and material exhibition. **For more information**, contact the Canadian Embassy in Jakarta, tel.: (011-62-21) 525-0709, fax: (011-62-21) 571-2251, e-mail: jkrta-td@dfait-maeci.gc.ca, Web site: www.dfait-maeci.gc.ca/jakarta.

CHEMICALS

Mumbai, India — November 3-5, 2004 — **India-Chem 2004** is that country's largest international exhibition and conference on chemicals, petrochemicals, pharmaceuticals, plant machinery technologies and control and automation systems. **For more information**, contact the Canadian Consulate in Mumbai, tel.: (011-91-22) 287-6027-30, fax: (011-91-22) 287-5514, e-mail: mmbai@dfait-maeci.gc.ca, Web site: www.indiachem2004.com.

CONSUMER PRODUCTS

Milan, Italy — November 17-20, 2004 — The biennial **Sicurezza 2004** is an international exhibition featuring electronics, lighting, security, automation equipment and components for household appliances. **For more information**, contact the Canadian Consulate General in Milan, tel.: (011-39-06) 6758-1, fax: (011-39-06) 6758-3900, e-mail: milan-td@dfait-maeci.gc.ca, Web site: www.canada.it.

FOREST INDUSTRIES

Durban, South Africa — October 12-14, 2004 — **African Pulp and Paper Week** is an international conference on wood and non-wood fibres, safety, biotechnology and economic issues. **For more information**, contact the Canadian High Commission in Johannesburg, tel.: (011-27-11) 442-3130, fax: (011-27-11) 442-3325, e-mail: jobrg@dfait-maeci.gc.ca, Web site: www.canada.co.za.

HEALTH INDUSTRIES

Dubai, United Arab Emirates — October 10-12, 2004 — The **2004 International Emergency Medical Services Congress** is a regional gathering of key medical decision-makers from across the Middle East. **For more information**, contact Venky Rao (organizer's representative), tel.: (905) 896-7815, e-mail: arabhealth@rogers.com, Web site: www.arabhealth-ems.com.

METALS & MINERALS

Araxá, Brazil — October 17-21, 2004 — **EXPOGEO 2004** is an international geological congress focusing on the economic, social, scientific and environmental implications of mineral production. **For more information**, contact the Canadian Government Trade Office in Belo Horizonte, tel.: (011-55-31) 213-1651, fax: (011-55-31) 213-1652, e-mail: infocentre-spalo@dfait-maeci.gc.ca, Web site: www.canada.org.br.

MULTI-SECTOR

Mumbai, India — October 28-30, 2004 — **Broadcast India 2004** covers content creation, management and delivery for television, film and multimedia. **For more information**, contact the Canadian Consulate in Mumbai, tel.: (011-91-22) 287-6027-30, fax: (011-91-22) 287-5514, e-mail: mmbai@dfait-maeci.gc.ca, Web site: www.saicom.com/broadcastindia.

SERVICE INDUSTRIES

Munich, Germany — October 4-6, 2004 — **Expo Real 2004** is an international real estate exhibition. **For more information**, contact the Canadian Embassy in Munich, tel.: (011-49-30) 203-120, fax: (011-49-30) 203-121-15, e-mail: brlin-td@dfait-maeci.gc.ca, Web sites: www.kanada.net or www.exporeal.net. ✱

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